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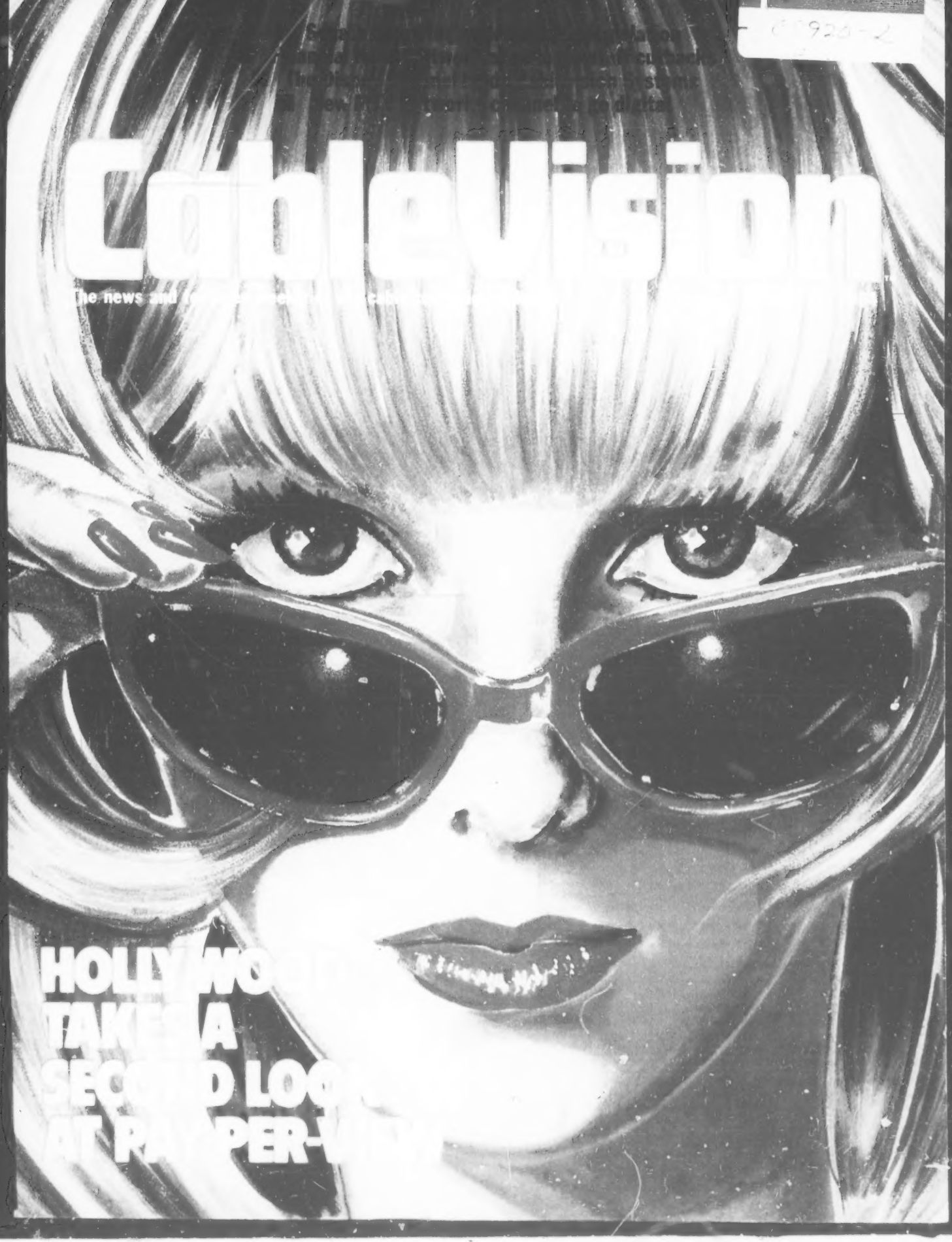
Cablevision

The news and [illegible] cable



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Leading the week.....11-20

Cable bill passes

The U.S. Congress passed national cable legislation last week, granting operators freedom from local rate regulation in exchange for firm guidelines by which local governments can grant franchise renewals.

Walt Disney Productions' Michael Eisner (left), Cablevision's Charles Dolan and The Disney Channel's Jim Jimirro (not pictured) devised a 10-year marketing contract guaranteeing Disney 250,000 new subs this year.

Disney does good

Cablevision Systems will pay The Disney Channel $75 million over the next decade for offering the network in all of its franchises—present and future. The network also heard some encouraging words last week from Walt Disney's new man at the top, Michael Eisner.

VH-1 goes digital

When MTV Networks' new music video channel, VH-1, premieres in January, its audio signal will be transmitted digitally —a first in cable for this new technology.

FNN staff cuts

The Financial News Network cut close to 30 percent of its Los Angeles staff last week. The move will allow the service to break even by the end of 1984 without instituting carriage fees, channel officials said.

ESPN rate scale

Changing course from plans to hike its per-sub fee from 13 cents to 20 cents next January, ESPN is offering affiliates a rate scale going from the current charge to 19 cents, based on subscriber counts.

Cleveland RFP

Cleveland's cable franchise process may finally be on the right track with the approval of a draft RFP by the city's cable TV study commission.

Hollywood shuffle

Former Universal Pictures chief Ned Tanen has become the new head of the motion picture division of Paramount, replacing newly appointed Chairman Michael Eisner. Paramount's corporate shuffling will not affect the value of the pictures that will be licensed exclusively to Showtime, sources say.

Daniels and Associates recently sponsored "The Best of CTAM 84" in Denver.

Sections

Programming 28
A joint partnership brings Colony Communications' Movie Time ad-supported basic channel to Multimedia's Wichita, Kan., system. Colony management denies that they are preparing the venture for national competition with American Movie Classics.

Marketing/Advertising 30
USA Network's Gil Faccio, vice president of affiliate relations, started the network's affiliate relations department from scratch last February. His major goal: To establish USA's value to affiliates and gain a higher degree of visibility for the network.

Business & Finance 40
Executives at Midwest Corp. plan to close a deal in the next month or two to finalize the spinning off of the company's Communications Systems Division into a newly formed company, Midwest Communications Corp.

New Ventures.....44
Tribune Media Services is field-testing two computerized information systems and looking for other potential applications for its vast information base.

Government & Law 47
The debate over whether cable operators should be required to carry multichannel or stereo television sound continues as the Federal Communications Commission hears comments on the issue from a variety of players.

About the cover

Cover illlustration by Randi Eyre, a Boulder, Colo., free-lance artist.

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CABLE STATS

Percent of Systems by Channel Capacity*

Number of Channels	Percent of Systems		Percent of Basic Subs	
	1983	1984	1983	1984
0 - 6	1.1%	0.9%	0.1%	0.1%
7 - 12	36.9	35.1	15.9	11.8
13 - 21	22.6	21.7	18.0	14.4
22 - 35	27.8	29.2	47.5	48.2
36 - 53	8.8	9.7	12.8	16.5
54 +	2.9	3.5	5.7	9.0

*As of May 31, 1984

Source: International Communications Research, Information Division (a subsidiary of International Thomson Business Press)

Percent of Systems by Subscriber Size*

Number of Subscribers	1983	1984
0 - 1,000	44.2%	44.3%
1,001 - 5,000	33.8	33.2
5,001 - 10,000	10.3	9.8
10,001 - 20,000	6.6	6.8
20,001 - 50,000	4.1	4.4
50,001 +	1.0	1.5

*As of May 31, 1984

Source: International Communications Research, Information Division (a subsidiary of International Thomson Business Press)

Franchising calendar

This chart examines the franchise status of communities since September 1984.

Arizona

Gilbert—award to Masada Corp. 8/14/84 (3,000 homes).

California

Chino—preliminary award to Buena Vision (12,000 homes).
Claremont—Group W withdrew proposal (9,800 homes).
Commerce—negotiating with Falcon Communications (3,000 homes).
Duarte—lease agreement reached with KTS Corp. for operation of city-owned system 8/15/84 (7,100 homes).
East Yolo—proposals from Cablevision, Sonics, Yolo Communications, and Federal Communications Inc. (10,000 homes).
La Puente—negotiating with United Cable (8,600 homes).
Los Altos—negotiating with United Cable TV (9,000 homes).
Palo Alto—negotiating with Cable Communications Co-op and City Cable Partners (22,000 homes).
South Monrovia—award to Falcon Communications 9/18 (5,400 homes).
Sunnyvale—refranchising award to Sunnyvale Cable TV 2/14/84 (43,000 homes).
Yorba Linda—deadline extended for statements of interest (12,000 homes).

Delaware

Wilmington—reviewing Rollins Cable (140,000 homes).

District of Columbia

Washington, D.C.—award to District Cablevision 7/10/84 (254,000 homes).

Florida

Fellsmere—award to Sci Ad 3/29/84 (1,500 homes).

Illinois

Chicago—Area I negotiating with Communications and Cable (300,000 homes); Area II award to Group W (247,000 homes); Area III award to Group W (193,000 homes); Area IV to Chicago Cable Communications (TCI/Cross Country joint venture) (6,000 homes); Area V to Continental Cablevision (188,000 homes).
Countryside—award to Cablevision of Chicago 6/13/84 (2,200 homes).
Elmwood Park—reviewing proposals from Multimedia, Continental, and Metrovision Inc. (9,500 homes).
Naperville—proposals from Joyce Cable and Rite Cable (17,500 homes).
St. Charles, Geneva—award to Centel 7/2/84 (10,000 homes).
Wheaton—award to Centel 7/2/84 (16,000 homes).
Winnetka—research to determine sufficient interest to get cable.
Woodbridge—negotiating with Multimedia (260 homes).

Kentucky

Fulton—negotiating with TCI (2,400 homes).
Loretto—no response to RFP.

Maryland

Baltimore—negotiating with United Cable (302,000 homes).

Massachusetts

Belchertown—reissued RFP.
Belmont—municipal ownership approved by general court, preparing proposal (2,760 homes).
Berkley, Dighton, Freetown—provisional license to Continental Cablevision.
Boxborough—awaiting amended applications from Nashoba and Adams-Russell (3,100 homes).
Cambridge—public referendum on municipal ownership passed, RFP issued 6/84 (43,000 homes).
East Bridgewater—reviewing proposals submitted by Campbell and Continental (2,500 homes).
Groton—awaiting amended applications from Nashoba, Northeast Cable TV, and United Cable (2,000 homes).
Hamilton and Wenham—award to Continental Cable 3/5/84 (2,300 homes).
Holden—award to Massachusetts Cablevision Systems Inc. 7/84 (4,000 homes).
Holliston—award to Massachusetts Cablevision Systems Inc. 7/84 (3,922 homes).
Lincoln—temporarily suspended franchising process. (1,700 homes).
Marblehead—proposals received from Adams-Russell, Continental Cablevision, and Nashoba.
Medfield—reviewing proposal submitted by Massachusetts Cablevision Systems (3,400).
Mendon—provisional license award to Massachusetts Cablevision Systems Inc. 8/84 (1,200 homes).
Middleborough—award to Continental Cablevision 5/14/84 (3,834 homes).
Nahant—awaiting response from Warner Amex (1,433 homes).
Sandwich—proposal received from Campbell Communications (5,000 homes).
Seekonk—preliminary award to Massachusetts Cablevision (6,000 homes).
Shirley—reviewing amended proposals from United Cablevision and Nashoba (1,827 homes).
Southborough—provisional license to Greater Worcester Cablevision.
Sterling—award to Wachusett Cablevision (2,000 homes).
Stow—provisional license to Adams-Russell 9/84 (1,600 homes).
Wayland—award to Continental Cablevision 6/4/84 (3,500 homes).
Westminster—preliminary award to Adams-Russell; Adams-Russell requested revision of rate structure.
Weston—award to Continental Cable Cooperative 8/6/84 (3,000 homes).
Westport—award to United Cablevision Funding 9/4/84 (5,500 homes).

Michigan

Homer Township—starting franchise process (800 homes).
Lake Orion, Orion Township—negotiating with Tribune United (7,800 homes).
Westland—award to Continental Cablevision 2/84 (29,000 homes).

Minnesota

Amboy—award to Mid Communications Inc. 7/84 (280 homes).
Avon—award to WesTel Inc. 2/84 (280 homes).
Barrett—award to Battlelake Cable 7/84 (165 homes).
Belle Plaine—award to Dowden Communications Inc. 8/84 (975 homes).
Big Lake, Buffalo, Cokato, Dassel, Delano, Elk River, Monticello, Rockford, Watertown, Maple Lake—award to Rite Cable, under construction. (10,200 homes).
Boyd—municipal ownership approved 1/84 (140 homes).
Cannon Falls—negotiating with Communications Systems Inc. (1,060 homes).
Chanhassen, Carver County, and Hennepin County—award to Dowden Communications 1/5/84.
Claremont—award to WesTel Inc. 2/84 (225 homes).
Eden Valley and Watkins—award to WesTel Inc. 2/84 (640 homes).
Ellendale, Geneva—award to WesTel Inc. 3/84 (380 homes).
Elizabeth—award to M & E Cable TV 1/84 (90 homes).
Floodwood—award to Individual Satellite System Inc. 8/84 (325 homes).
Glenville—award to WesTel 6/84 (275 homes).
Good Thunder—award to Mid Communications Inc. 7/84 (225 homes).
Grand Meadow—award to Southern Cablevision Inc. 9/84 (360 homes).
Hill City—negotiating with Individual Satellite Systems (260 homes).
Hinckley—award to Savage Communications 7/84 (420 homes).
Hokah—award to Valley Video Systems Inc. 7/84 (270 homes).
Holdingford—award to WesTel Inc. 2/84 (245 homes).

CABLE STATS

Howard Lake—award to WesTel Inc. 8/84 (510 homes).
Kerkhoven—award to Heritage Communications 7/84 (310 homes).
Kimball—award to WesTel Inc. 5/84 (250 homes).
LeCenter—award to WesTel Inc. 4/84 (825 homes).
Lester Prairie, Winsted—award to Dowden Communications 7/84 (1,000 homes).
Lindstrom, Stacy—negotiating with Dowden Communications (1,230 homes).
Mabel—award to Valley Video Systems Inc. 6/84 (325 homes).
Maple Plain—negotiating with Dowden Communications (480 homes).
Mapleton—award to WesTel Inc. 8/84 (600 homes).
Mazeppa—award to Individual Satellite Systems 9/84 (280 homes).
Medford—award to WesTel Inc. 7/84 (300 homes).
Montrose—award transferred to Valley View 8/84 (300 homes).
Morristown—award to Cannon Valley Telecom Inc. 7/84 (250 homes).
Morton—award to Todd Communications Inc. 5/84 (225 homes).
Murdock—award to Cavanaugh Cable Co. 6/84 (140 homes).
New Prague—award to Valley View Cable Inc. 7/84 (1,130 homes).
Nisswa—award to Interlake Cablevision Inc. 5/84 (1,100 homes).
Northern Dakota City—preliminary award to Continental (25,000 homes).
Norwood, Young America, Hamburg—award to WesTel Inc. 5/84 (1,100 homes).
Onamia—award to WesTel Inc. 5/84 (300 homes).
Oslo—award to Oslo Cable 4/84 (170 homes).
Pierz—award to WesTel Inc. 8/84 (420 homes).
Renville—award to WesTel Inc. 7/84 (600 homes).
Rite—award to Benton Cooperative Telephone Co. 8/84 (165 homes).
Royalton—award to WesTel Inc. 4/84 (270 homes).
Sacred Heart—award to WesTel Inc. 4/84 (300 homes).
St. Joseph—award to WesTel Inc. (1,100 homes).
St. Paul—award to Continental appealed before Minnesota Supreme Court (111,000 homes).
Sandstone—award to Savage Communications 9/84 (560 homes).
Savage—drafting RFP (272 homes).
Shelly—award to Ada Cable Association 4/84 (130 homes).
Sherburn—award to Rite Cable (10,200 homes).
Spring Grove—award to Valley Video Systems 8/84 (560 homes).
TriCity Cable Commission (Cold Springs, Richmond, Rockville)—award to WesTel Inc. 8/84 (1,200 homes).
Truman—award to Terril Telephone Co. 5/84 (550 homes).
Waconia—proposals from Rite Cable Co., Dow-Sat Inc., Valley View, WesTel Inc. (1,024 homes).
Waterville, Elysian—award to WesTel Inc. 8/84 (750 homes).
Waubeen—award to Harold Investments Inc. 9/84 (150 homes).
Wendell—award to M & E Cable 4/84 (95 homes).
West St. Paul, South St. Paul, Mendota Heights, Mendota, Inner Grove Heights, Lilydale, Sinfish Lake—preliminary award to Continental Cablevision 6/6/84 (24,032 homes).
Windom—plans municipal ownership (1,875 homes).

Missouri

St. Louis—award to STL Cablevision Partners Inc. (75% of city) and St. Louis City Communications (25% of city) 4/11/84 (178,000 homes).

New Hampshire

Manchester—award to United Cable.
Newton—negotiating with Harron Communications (1,124 homes).
Pelham—award to Harron Communications 3/27/84 (2,500 homes).
Sandown—reviewing proposal from Harron Co. and Continental.
Wolfeboro—award to Lakes Cablevision Corp. 1/18/84 (833 homes).

New Jersey

Jersey City—administrative hearing to be held 9/84 regarding franchise process.
Patterson—plans municipal ownership; waiting for city council approval; RFP issued (55,000 homes).

New York

Beekman—award to Dutchess County Cablevision Assoc. 3/13/84 (2,100 homes).
Mt. Upton—NewChannels denied award; future uncertain.
North Salem—negotiating with Community Cable Services (1,100 homes).
Norwich—NewChannels withdrew application; exploring other alternatives (100 homes).
Portland—Tribune Cable, Harborview, and U.S. Cable sent letters expressing interest. (150 homes).
Union Vale—award to Consolidated Communications Corp. 3/7/84 (775 homes).

North Carolina

Camden County—award to Cable East 5/7/84.
Davie County—award to Summit Cable.
Jackson—award to Cable East (400 homes).

Ohio

Avon—award to Space Cable of Ohio 4/23/84 (2,000 homes).
Brooklyn—municipal ownership under consideration (4,000 homes).
Cleveland—Cable Commission voted for private ownership and is preparing RFP.
Lordstown—cable issue dropped after feasibility study.
Oberlin—preliminary award to Oberlin Cable Co-op (2,600 homes).

Oregon

Amity—award to Eagle Cable Systems Inc. 1/9/84 (800 homes).
Dunthorpe—deadline for bids set for 10/10.
Sylvan—TCI withdrew proposal 6/20/84; reissued RFP for bids due no later than 10/10/84.

Pennsylvania

Philadelphia—city is divided into four areas: Area I, proposals from Greater Philadelphia Cablevision and Independent Cable of Philadelphia; Area II, proposals from Philadelphia Inner City Cable System and Wade Communications; Area III, proposals from Cablevision of Philadelphia and Rollins (each area: 155,000 homes).

Rhode Island

Battleground—negotiating with Cox Cable (1,000 homes).
Newport (Area 7 includes Middletown, Portsmouth, Tiverton, Little Compton)—reviewing proposals (29,500 homes).

Texas

Azle—award to Teltran 4/3/84 (2,200 homes).

Virginia

Berryville/Clarke County—award to Berryville TV Cable Co. 4/17/84 (600 homes).
Manassas—considering municipal ownership of cable (5,510 homes).
Suffolk—award to Suffolk Cable Communicaions 2/1/84 (16,697 homes).

Washington

Battle Ground—negotiating with Cox Cable (1,000 homes).

Wisconsin

Hayward—award to Cable TV of Hayward (1,000 homes).
New Glarus—award to Telephone and Data Systems 7/17/84 (675 homes).
Waterford—award to Total TV 9/84 (600 homes).

Wyoming

Gillette—franchise renewal granted to Televents 4/18/84 (7,500 homes).

Source: Titsch Communications Inc.

Franchising in the top 50 markets

Rank	Market	Status of core city
1	New York	Manhattan—2-OP; outer boroughs 8-FG
2	Los Angeles	City is divided into 14 areas (A-n): 11-OP; 3-UC
3	Chicago	City is divided into five areas: Area I-FP; Areas II, III-OP; Areas IV, V-FG
4	Philadelphia	City is divided into three areas: Areas I, II, III-PS
5	San Francisco	OP (system to be upgraded)
6	Boston	OP
7	Detroit	FG
8	Washington, D.C.	FG
9	Cleveland	MO
10	Dallas/Ft. Worth	Two systems-OP
11	Houston	Two systems-OP
12	Pittsburgh	OP
13	Miami	OP
14	Seattle/Tacoma	City is divided into five parts: (4-OP); (1-BP); Tacoma-OP
15	Minneapolis/St. Paul	OP/FG
16	Atlanta	OP
17	St. Louis	FG/PS
18	Tampa/St. Petersburg	OP/OP
19	Denver	OP
20	Baltimore	FP
21	Sacramento/Stockton	UC/OP
22	Indianapolis	Two systems-OP
23	Portland	Three systems-OP
24	Phoenix	Three systems-OP
25	Hartford/New Haven	Two systems-OP
26	Cincinnati	OP
27	San Diego	Two systems-OP
28	Kansas City	OP
29	Milwaukee	UC
30	Nashville	OP
31	Charlotte	OP
32	Buffalo	OP
33	Providence/New Bedford	OP/OP
34	Orlando/Daytona Beach	Two systems-OP
35	New Orleans	OP
36	Memphis	OP
37	Columbus	Four systems-OP
38	Greenville/Asheville/Spartansburg	Three systems-OP
39	Grand Rapids/Kalamazoo/Battle Creek	Three systems-OP
40	Birmingham	OP
41	Raleigh/Durham	Two systems-OP
42	Oklahoma City	Two systems-OP
43	Louisville	Two systems-OP
44	Salt Lake City	OP
45	San Antonio	OP
46	Charleston/Huntington	Two systems-OP
47	Norfolk/Newport News/New Hampton/Portsmouth	Four systems-OP
48	Harrisburg/York/Lebanon/Lancaster	Four systems-OP
49	Wilkes Barre/Scranton	Two systems-OP
50	Albany/Schenectady/Troy	Three systems-OP

Legend
OP—operational
UC—under construction
FG—franchise granted
FP—franchise pending
PS—proposal submitted
RP—request for proposal issued
MO—considering municipal ownership
BP—beginning process

Source: Titsch Communications Inc.